



**ART OF COACHING PODCAST™ EPISODE 132**  
**JONATHAN GOODMAN: HOW TO BUILD, LEAD AND MANAGE REMOTE TEAMS**

Jonathan uses the following analogy to describe how introverts and extroverts view social interactions in their day: introverts start with 5 coins and give them away... extroverts start with zero and build them up. Do you agree or disagree with this analogy? If you disagree, what would make it more accurate?

The "ignorance quotient" describes the point at which you know enough about something to not make a catastrophic mistake, but not enough to dissuade you from trying/starting. What activities are within your ignorance quotient?

What "tasks" does Jonathan have people complete before he interviews them? What information does he hope to glean from each step? Are there any drawbacks to this process?



How does Jonathan argue the “job” of the Kit Kat is different from that of the Snickers. Why is this distinction important?

What “job(s)” are people hiring you or your product/service to do? How can you find this out if you don’t already know?

When trying to better understand your audience or customer base, is it enough to just know their demographics? Why or why not?



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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